



**WYO  
GIVES**

5th Annual  
**July 10, 2024**

WyoGives is an initiative of the Wyoming Nonprofit Network.



**Wyoming Nonprofit Network**

Informational Kick-Off Webinar

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March 13, 2024

# AGENDA



This webinar is to help provide you the information you need to have a successful 2024 WyoGives campaign.

- Introductions and Roles
- About WyoGives and the Wyoming Nonprofit Network
- Registration Information, Eligibility Requirements
- Matches
- Key Dates, Webinar Trainings, and Resources
- Q&A



# Wyoming Nonprofit Network



**WYO  
GIVES**

WyoGives is an initiative of the Wyoming Nonprofit Network.

**WNN amplifies, cultivates, and advocates for Wyoming nonprofits.**

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We are the state association and leading voice for Wyoming's charitable nonprofit sector.



# Wyoming Nonprofit Network

## Meet Our Team



**Jody Shields**

**Executive Director**



**Tess Mittelstadt**

**Director of Learning  
and Development**



**Katherine Ratigan**

**Communications and  
Program Manager**



**Collier Fernekes**

**Membership and  
Operations Coordinator**



# The 5th Annual WyoGives will be on Wednesday, July 10, 2024.

It's also National Wyoming Day celebrated every year on July 10th to recognize the day we became the 44th state that joined the union.

WyoGives is a 24-hour day of online giving designed to bring the state together as one community to raise funds and awareness for Wyoming's nonprofits.

# Our Commitment is to Provide

## **A Robust Platform**

We're committed to providing a robust platform with tools and resources for building an online fundraising campaign as part of WyoGives.

## **Visibility and Marketing**

Statewide marketing efforts to drive visitors to the platform.

## **One Website**

A platform for individual (peer-to-peer) fundraisers to raise funds for the participating nonprofit of their choice.

## **Training and Technical Assistance**

Our team along with our technology platform partner: the GiveGab arm of Bonterra, will provide you with training and technical assistance.

## **Ease of Use**

A platform for businesses to support nonprofits through employee matching and corporate matching funds.

## **Donor Connection**

Opportunities for donors to connect with nonprofits through the platform.



# Benefits of Participating

With your organization's active participation and planning, WyoGives is a great way to boost your organization's fundraising efforts.

- Your nonprofit and its friends, along with help from media partners, will drive Wyomingites from across the state to the WyoGives.org website, where you tell your organization's unique story with photos and videos.
- Online fundraising is very cost effective when compared to special events and direct mail.
- Tools, resources, and templates are provided for you to use for your campaign.
- Participation increases your visibility by connecting with a larger community.
- Entire WyoGives.org site is completely mobile responsive on every page. Be sure to test your profile out on your phone!
- By securing a match for your organization, recruiting peer-to-peer fundraisers, and taking advantage of WyoGives prizes, your organization can create a fun and compelling giving opportunity that can engage new donors and inspire existing donors to give more.

# Benefits for Donors

## Pure excitement and celebration – Giving is contagious!

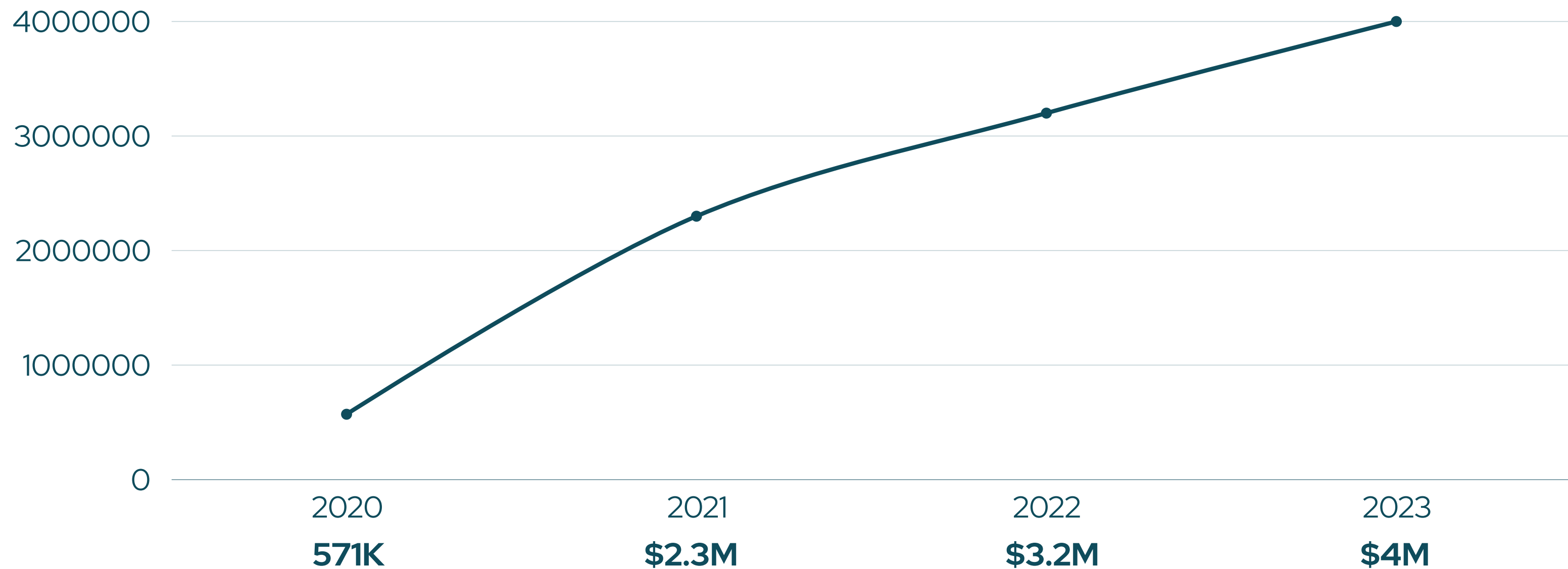
We will come together as a state in one 24-hour period to give back and support our nonprofit community that touches our lives every day.

- With hundreds of participating nonprofits, there is a mission/cause that will speak to every donor.
- Donors can use the search function to either browse for organizations of interest or find a specific organization to make a donation.
- In some cases, there will be matching funds.
- Prizes on July 10th for participating nonprofits is a fun and engaging opportunity for donors to witness.
- The Gift Basket on WyoGives is a donor's very own "shopping cart" – this allows them the opportunity to browse around the site and add gifts to their basket without needing to check out immediately. Then when they are ready to check out, they'll just enter payment information once.
- A tax receipt is emailed to donor immediately upon processing their donation.



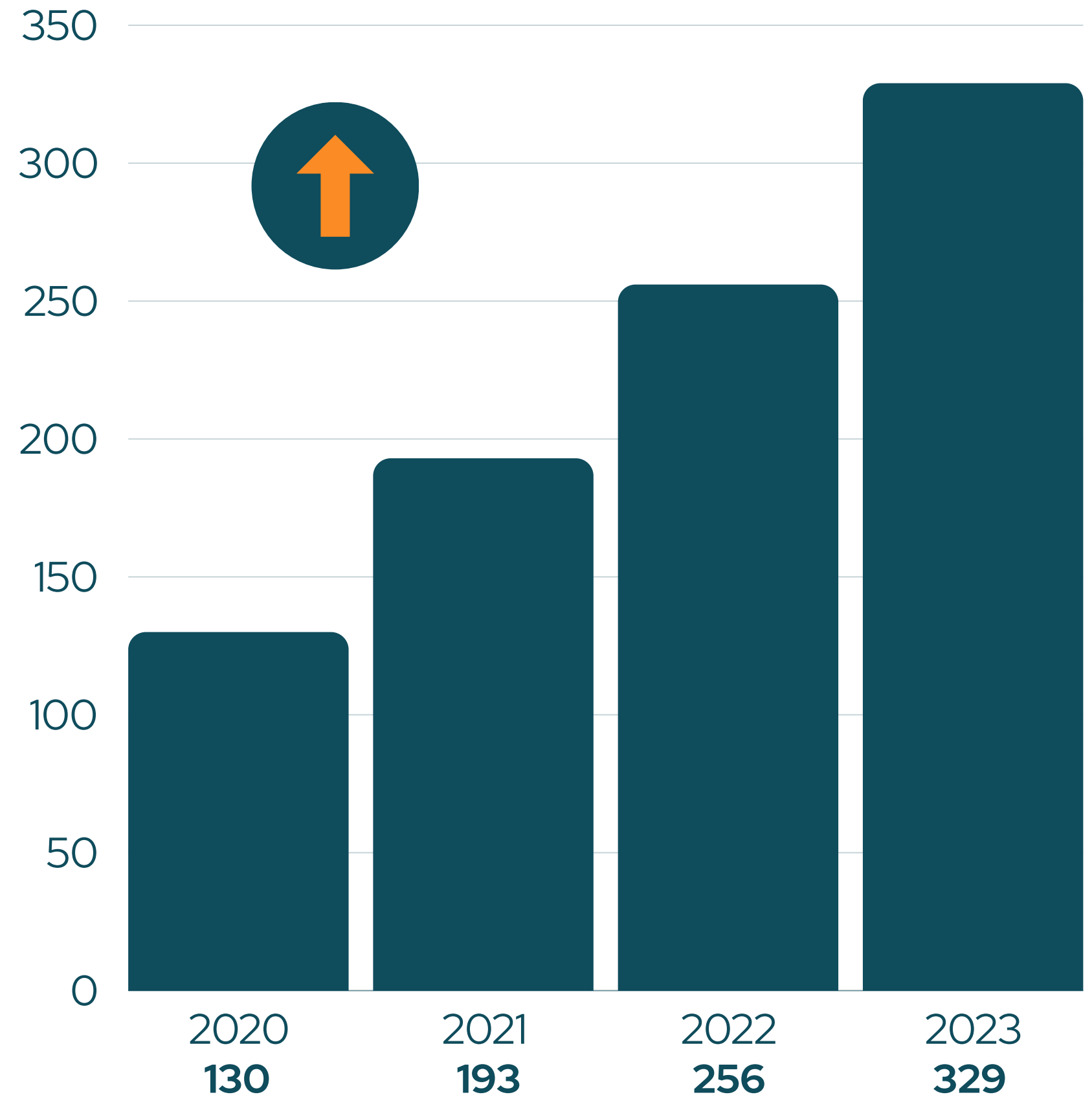
# WYOGIVES IMPACT

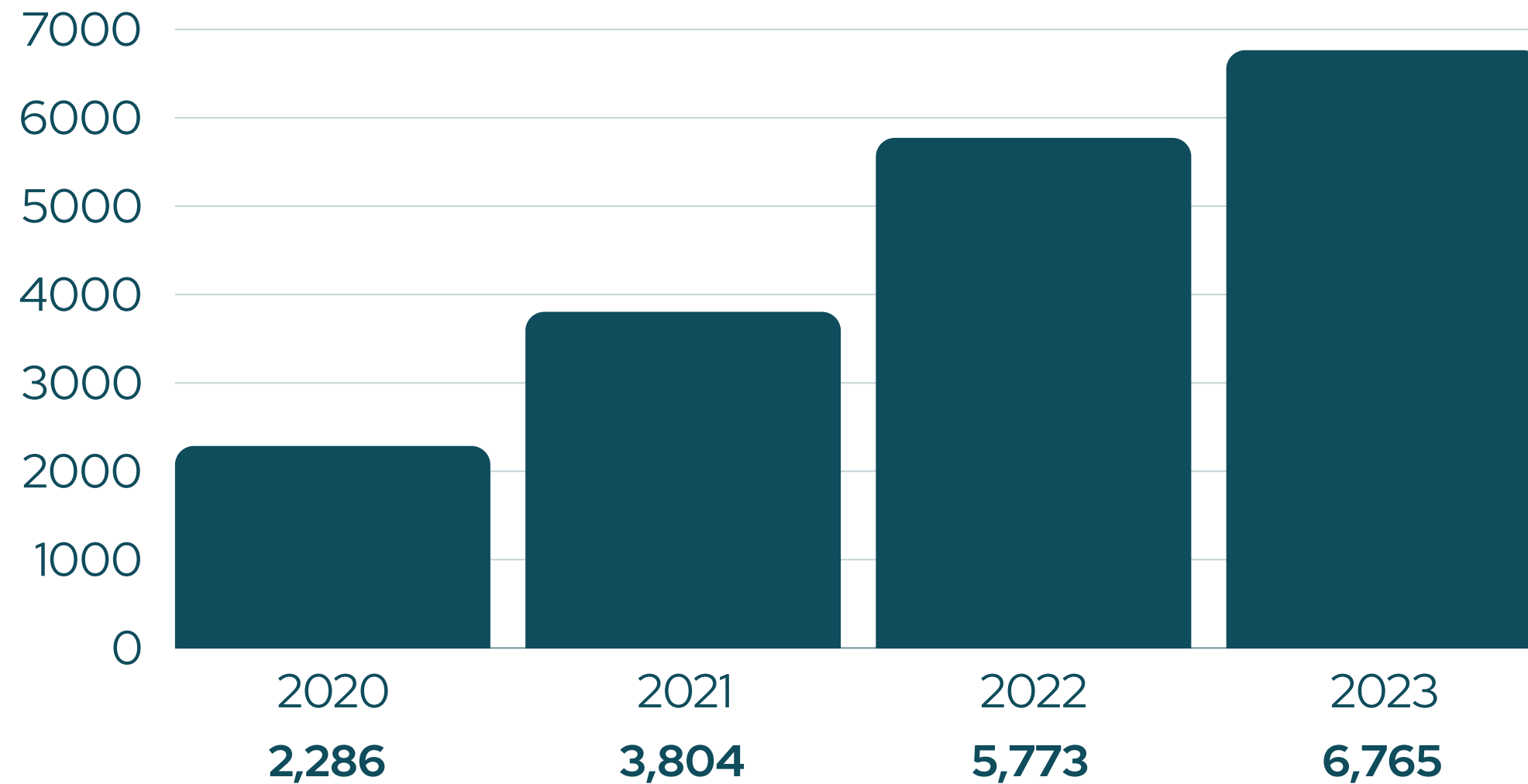
Since inception, WyoGives has raised over \$10M for Wyoming nonprofits. We have witnessed immense growth over the last couple years and have lofty goals for 2024.



# NONPROFIT PARTICIPATION OVER THE YEARS

Each year, we've seen a significant increase in the number of participating nonprofits.





## SIGNIFICANT INCREASE IN DONORS

We've seen the number of donors increase over the last several years. WyoGives truly caters to donor's interests and provides complete ease of use with simplicity.



# New to WyoGives?

Here are the requirements to participate.

## 501c3 Charitable Nonprofit

501c3 charitable nonprofit in good standing with IRS and Wyoming Secretary of State;

- Or, fiscally sponsored by a 501c3 to collect funds.

## Wyoming-based Services

If your headquarters are outside of Wyoming, please contact our organization first and be prepared to provide proof of substantial on-the-ground services provided in Wyoming.

## Approved by WNN

Wyoming Nonprofit Network requires several elements for participating organizations. In order to be approved, you must submit all information and apply before the deadline of June 10, 2024 (there will be no exceptions).

## Organizational information

Must provide bank account information and the following: name, title, date of birth, address, email address, phone number, and SS# for representative of your organization. (If your organization participated last year and there have been no changes to banking information, you will not need to provide this information again, but you may have additional requirements).

## IMPORTANT

Meeting these requirements means your organization qualifies to participate in WyoGives. It does not mean you automatically qualify for any matches WyoGives administers. There are additional requirements and limitations.



# WYOGIVES 2024

**REGISTRATION OPENS:  
MARCH 14, 2024**

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**REGISTRATION DEADLINE:  
JUNE 10, 2024 - NO  
EXCEPTIONS**

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**YOUR REGISTRATION IS  
PENDING UNTIL APPROVED**

## **REGISTRATION FEES:**

Wyoming Nonprofit Network Members:

- Operating Budget < \$250K: \$100
- Operating Budget  $\geq$  \$250K: \$200

Not-Yet-Members:

- Operating Budget < \$250K: \$250
- Operating Budget  $\geq$  \$250K: \$350

Registration fees are non-refundable. If you have any questions about qualifying, ask first before registering.



# Wyoming Nonprofit Network

## NOT SURE IF YOU'RE A MEMBER?

Check the WNN membership directory to see if you're a member:  
[wynonprofit.org/Nonprofit-Member-Directory](http://wynonprofit.org/Nonprofit-Member-Directory)

## YOU CAN APPLY FOR MEMBERSHIP ANY TIME.

[wynonprofit.org/Membership-Types](http://wynonprofit.org/Membership-Types)

Wyoming Nonprofit Network (WNN) membership dues are separate from the WyoGives registration fee.

WNN member dues are annual from the month you join. Apply here [wynonprofit.org/Membership-Types](http://wynonprofit.org/Membership-Types)

WyoGives registration fee is required each year – Register at [WyoGives.org](http://WyoGives.org)



# WYO GIVES

APPLY NOW

Live Here, Give Here

WyoGives begins in

123 : 16 : 08 : 34  
days hours mins secs

Share the Joy of Giving Back

Send family, friends, and colleagues an eCard so they can make a gift to their favorite organization!

LEARN MORE

SEND AN ECARD

## About WyoGives

WyoGives - an initiative of the Wyoming Nonprofit Network - is a powerful, statewide 24-hour online fundraising event that is designed to bring the state

# PRE-APPLICATION CHECKLIST



**1**

## **VERY IMPORTANT**

Read this Before You Apply to Participate:  
[WyoGives.org/info/application-preparation](https://WyoGives.org/info/application-preparation)

**2**

## **REVIEW REQUIREMENTS**

Please read through all requirements carefully prior to applying.

**3**

## **ELIGIBILITY TO PARTICIPATE**

Be sure to thoroughly review all eligibility requirements for WyoGives and provide all the necessary documentation in your application.



# Applying

At the bottom of the Pre-Application Checklist there is an "Apply Now" link

APPLY NOW

If you are a past participant, be sure to find your organization.



If you are new, it will say "Don't see your organization listed?" and there will be a button to "Add my organization".

ADD MY ORGANIZATION

# Applying

## Complete Survey

You will have a participant survey to complete and will be prompted to pay.

## Registration Fee

100% of the WyoGives registration fees go directly to support the event.

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This year's registration fees are the same as last year.

## Promotion and Training

Funds support event logistics, production of marketing materials, offer trainings and technical support, advertising.

## Financial Support

WNN dedicates extensive staff time to carry out WyoGives.

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Without the financial support generated through registration fees, processing fees, and sponsorship support this event would not be possible.

# Returning Participants

If you participated in WyoGives in the past:

- You must apply/pay for 2024
- Don't forget to create a 2024 profile
- You can choose to copy your profile from previous years.
- Be sure to update existing content with new dates, photos, etc.
- Existing bank account information will carry over.

# Returning Participants

Forgot password – Reset using the email that matches the account

If your administrator is no longer with organization:

- If the only administrator, use blue chat bubble on WyoGives.org to add/delete
- If another administrator still there, you can revoke access.



Adding administrators:

<https://support.givegab.com/en/articles/3372389-how-do-i-view-who-the-current-administrators-and-profile-editors-are-and-how-do-i-edit-their-access>

# Considerations for Participating in WyoGives:

Participation in WyoGives will require your active participation in the planning and preparation for your success on July 10.

If you are participating:

- If you haven't already started planning, start now!
- Updated nonprofit toolkit will be available on [WyoGives.org](http://WyoGives.org) March 14th.



## ENGAGEMENT & PARTICIPATION

- Board engagement and participation
- Existing base of support



## MARKETING & COMMUNICATIONS

- Budget for communication/marketing
- Building communications strategies to engage constituents and drive them to your profile on July 10.
- Existing programs and services to highlight
- Developing language to articulate your impact and create content.



## INVESTMENT OF TIME

- Staff time (all volunteer time if no staff)
- Willingness to invest time in learning the system, strategically choosing and using resources, watching/participating in trainings and reading our emails!

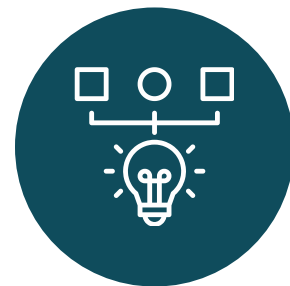
# Keep in mind:



WyoGives is an online giving event.



Drive all donor traffic to your profile on [WyoGives.org](https://WyoGives.org).



Staying focused on your online profile will enable you to manage your campaign well.



The focus for July 10 will be online giving. We encourage you to attend community-based marketing initiatives in advance of the event.

# Community-based Marketing Initiative

- Webinar on April 18 to introduce concept and plan
- Purpose: To develop and preload content for digital marketing and outreach to local media
- Toolkit
- Regional community leaders identified prior to April 18
- Gathering in June to do this in your region
- Presence of news and media outlets



**WYO  
GIVES**



# Live Streaming on WyoGives

On July 10, we will be hosting a live stream video, designed to amplify our collective impact and engage with donors.

We invite you to join us virtually with our partner, Chris Strub, who will be our live streaming host. During the live stream we will provide live updates, announce prize winners, and highlight our incredibly generous sponsors.



# 2024 Wyoming Nonprofit Conference Pre-Session

May 14th 3:00 – 5:00 PM

- 1st hour: Developing Marketing Outreach Strategy + Toolkit
- Opportunity for video messaging
- Photobooth with WyoGives frame
- Pick-up your WyoGives fans

Virtual Tips and Tricks

Building Video Content

# T-Shirts & Hats

As part of our 5th Annual WyoGives celebration, we're excited to unveil our special edition T-shirts.

We will share detailed information on how to purchase shirts and hats, including sizes, pricing, and other details soon.

There will be 3 order deadlines

- First deadline to be announced



# Prizes

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Throughout the day there will be various prizes announced.

- First Prize of the Day
- 307 AM and 307 PM
- Million Dollar Milestones
- Golden Tickets
- Peer to Peer Superstars
- Fans of WyoGives [#WyoGives](#)
- Gratitude Magnitude
- Sharing the Light



# Matches

Matches you administer: Participating nonprofits are encouraged, but not required, to secure a matching sponsor for their campaign (individual donor, group of donors, or business). Any matching requirements or limitations are between the participating nonprofit and the matching sponsor.

Wyoming Nonprofit Network administered matches: WNN provides administrative support for donors (individuals, foundations, corporations) interested in providing matching funds to multiple organizations or all participating organizations.

Fees are charged for this service and there may be a minimum total match amount required. For matching funds WNN administers, only online donations will be matched. WNN serves as a facilitator for these requests.

There are additional requirements for matches administered through WNN.

# 2024 Hughes Charitable Foundation Match

Requirements for Hughes Charitable Foundation Match eligibility:

- Must be based on in one of the 22 counties listed on the next slide.
- Must have maintained 501(c)(3) status for a minimum of two years and have existing programs and services that can be verified through a recent 990 Annual Tax Return. A 990N does not qualify for this requirement; these organizations must show proof of programs and services by submitting official year-end financial statements.
- If you completed this process in 2023 and were approved, you don't need to do anything further other than confirm you are on the 2023 HCF matching list. See the Matching Partners website page on [WyoGives.org](https://WyoGives.org)
- If you were not approved in 2023 or new and want to apply for the match this year, you will find instructions on the Matching Partners page on [WyoGives.org](https://WyoGives.org).
- Hughes Charitable Foundation match funds cannot be used for any political purposes.

# Counties

## Maximum Hughes Match Payout Per Organization

Washakie, Platte, Carbon, Weston, Hot Springs, Big Horn, Niobrara, Goshen, Fremont, Albany	\$15,000
Sublette, Lincoln, Campbell, Crook, Laramie, Sweetwater, Converse, Park, Uinta, Johnson, Natrona, Sheridan	\$10,000





# 2024 Hughes Charitable Foundation Match

This match is no longer a 1-1 match.

- \$1,000,000 Match Pool will be distributed to nonprofits proportionally based on final fundraising totals, not to exceed the maximum payout per organization below.
- Each qualifying organization's portion of the Match Pool is determined as follows:  
[total eligible donations for the organization] ÷ [total eligible donations to all qualifying organizations] \* \$1,000,000 = payout amount.
- For instance, if the organization raised 1% of the total eligible donations for all qualifying organizations, they would receive 1% of the Match Pool.
- If organization's payout is more than the maximum, the funds over that amount are added back into the Match Pool for distribution to organizations that haven't met the maximum amount.

# Hughes Charitable Foundation Match

\$1,000,000 Match Pool will be distributed to nonprofits proportionally based on final fundraising totals, not to exceed the maximum payout per organization.

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Why?

24-hour match; no longer depleted mid-way through the day.

Due to growth of WyoGives, very time consuming and difficult to administer the 1-1 match.

The shared pool model is an industry standard.

## What does this mean for your campaign?

As long as your organization qualifies for the match and you haven't met the maximum payout, every online donation will match at some level throughout the 24 hours.

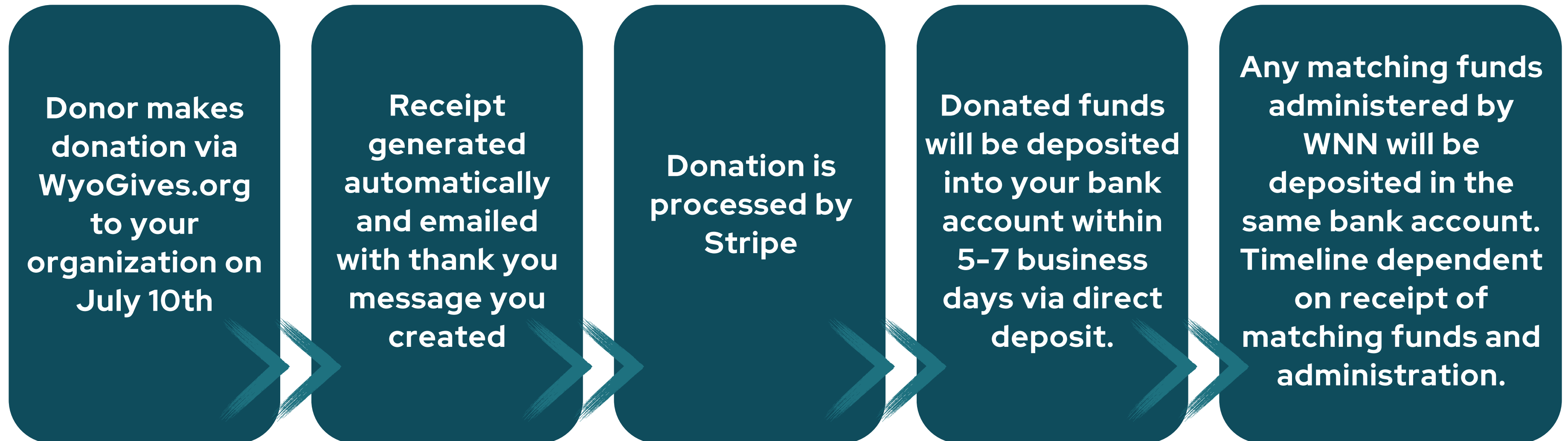
You need to communicate this with your donors so they understand that it isn't a dollar-for-dollar match, but a shared pool distributed proportionally.

This match is truly a 24-hour match. Revisit your strategy from the previous year, you likely need to consider the change and update your strategy.

No longer a maximum per donor. The total online donation amount will be included in your total.



# Flow of Donations



You can access donor reports on your dashboard.

You can enter any donations you receive outside of the platform (i.e. checks) as an offline donation.

# Fees for Online Donations

- GiveGab partners with Stripe, a PCI Level 1 Payment processor for donation processing and direct deposit of funds.
- Donor credit card information is not revealed or saved in the platform.
- 3% service charge from GiveGab/Bonterra for building and maintaining the website platform, as well as live event customer service and donation processing.
- 2.5% is charged on all major credit cards, Apple/Google/Microsoft pay transactions +\$.30 per transaction.
- 1% is retained by the Wyoming Nonprofit Network for program support expenses.
- ACH bank payment method is available to donors who wish to give \$100 or more per nonprofit. There is a \$3 per transaction fee (replaces credit card fee). The 3% service fee and 1% program support fee still apply.
- Donors can choose to cover all fees on behalf of your organization.

# Maintaining the spirit of WyoGives – Ethical Standards

If a donor wants their donation to be included in your organization's total for the matching pool and/or to count towards a prize, they must give online through [WyoGives.org](https://WyoGives.org) on July 10, 2024.

The participating organization is prohibited from taking a donor's offline donation (or any other funds gathered) and turning it into an online donation, even at the direction or suggestion of the donor. For example, use the organization's, staff, or board member's credit card to make this donor's gift.

Your organization will be disqualified from prizes and match pool funds if it is determined, by the WyoGives organizers, that your organization violated this policy.

# Maintaining the spirit of WyoGives – Ethical Standards

You are encouraged to enter checks or cash you receive that is part of your WyoGives campaign, as an offline donation. This ensures that we have an accurate account of your organization's total for this campaign and the overall total for WyoGives.

Do not enter any offline donations that are not part of your WyoGives campaign.



# Next Steps

- Determine if you are applying
- Apply by June 10th (registration opens March 14th)
- Be sure you are verified to collect donations!
- Create your goals and plan, including a calendar of key tasks
- Register for the trainings (keep an eye on your email)
- Explore the Toolkit on [WyoGives.org](https://WyoGives.org)

# Key Dates



## March

- March 13 – Informational Kick-off Webinar
- March 14 – Registration opens

## April

- April 3 – Creating the Perfect Profile Webinar
- April 18 – Community-based Marketing Initiative Webinar
- April/May TBD – Key Elements for a Successful Campaign Webinar (Panel)

## May

- May 14 – Pre-Session at Wyoming Nonprofit Conference
- May 23 – Virtual Office Hours start; weekly on Thursday until June 27

## June

- June dates TBD – Community Promotion Work Session
- June 10 – Final day to register (no exceptions)
- June 19 – Webinar: Final Steps to Success

## July

- July 10 – WYOGIVES!

**Bi-Weekly Email Newsletters and Video Messages**



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Questions?

[info@wynonprofit.org](mailto:info@wynonprofit.org)

307-772-9050